

HUSTONIAN TALKS ON PLANT JUICE

WELL KNOWN HOUSTON MAN TELLS OF USE OF NEW TONIC IN HIS HOME

This letter from a well-known Houston citizen is well worth reading:

"F. A. Dillingham, Dear Sir: Allow me to add some words of praise to your marvelous Plant Juice. Some time ago I bought a bottle for my wife. She has suffered with chronic constipation and kidney trouble for years. A few days after she commenced taking it we noticed a marked improvement. She is continuing the treatment and we are sure that Plant Juice will cure her. I have paid out a great deal of money for different remedies for her, but Plant Juice has already done her more good than all others put together. Yours truly,

W. M. CHAMBERS No. 263 West Main Street.

For all ailments of the Stomach, Liver and Kidneys, Plant Juice is the greatest remedy of the century. It is purely vegetable and its vitalizing, corrective and reconstructive qualities are so pronounced that beneficial results are noticed from the first day. Try it. For sale at Thompson's.

For a Red Blotchy Skin

The Remarkable Action of a Famous Remedy and Some Facts About It.



Get Your Blood Purified With S. S. S. and You Won't be Tortured Like This.

The skin is but a net work of fine blood vessels. And it is a perfectly natural consequence that any influence in the blood that is a condition of ill health makes its first appearance in the skin. There are certain medicinal properties that follow the course of the blood stream and the influence of these properties is that of an antidote. This is why S. S. S., the best known blood purifier, has such a positive action in the skin. There is one ingredient in S. S. S. which peculiarly stimulates cellular or glandular activity to select from the blood or from this fine net work of blood vessels in the skin, those elements which it requires for regeneration.

Thus pimples, acne, eczema, lupus, or any other blood condition that attacks the skin or breaks an outlet through the skin is met with the antidotal effect of S. S. S.

This is why skin troubles vanish so readily and why they do not return. Under the influence of S. S. S. the fine net work of blood vessels in the skin is constantly taking from the blood the nutrition required for healthy tissue and the cause of disease is just as constantly being removed, scattered and rendered harmless. These facts are more fully explained in a book on skin troubles sent by The Scott's Emulsion Co., 127 Swift Building, Atlanta, Ga. You will find S. S. S. on sale at all drug stores. Get a bottle to-day and banish all skin afflictions.

Try Daily News want ads.

Advertisement for Colortone Chatterbox, a six-weeks' superior entertainment.

TALKS OF HONEST METHOD TO ADMEN

JAMES KEELEY AT NATIONAL MEETING DISCUSSES INSIDE OF PUBLISHING.

By Associated Press.

BALTIMORE, Md., June 9.—James Keeley of the Chicago Tribune speaking before the Convention of the Associated Advertising Clubs of America here today declared that "the troubles that exist between advertiser and publisher, the handicaps that prevent harmonious dealings between the man who publishes and the man who advertises, are based on what might euphemistically be called one standard for editorial honor and another for business." Stripped of politeness or phraseology, the trouble or problem, he said, "was really based on lying."

"That is the root of it," he continued, "plain and affidavit lying and with the lie there goes necessarily, hand in hand, secrecy, subterfuge, lack of co-operation and trouble—trouble for the honest publisher, and trouble for the advertiser made equal under the law. If an statement of the honest publisher and the statement of the dishonest publisher.

"It is a strange commentary—yes, an astonishing commentary on the ethics of one of the greatest industries in the world—that its business integrity is at so low an ebb that newspapers, before they can market their merchandise, have to submit to the third degree to have established which if any of them, are telling the truth about what they have to sell."

"What would your tailor say, if when you purchase a suit of clothes you should insist on submitting to chemical analysis the cloth of which the suit is to be constructed? What would a jeweler think, a reputable jeweler, if a customer insisted on testing with acid and file the article that he was buying? What would any reputable merchant say if his goods were analyzed, tested and otherwise inspected before they were purchased?"

"And yet, this is the situation in the publication field today, and this situation, humiliating as it is to the honest publisher, and distressing and troublesome to the advertiser, is, due largely, yes, wholly, to the newspapers themselves. The circulation liar is not quite as old as Gutenberg types, but he is not much younger. He is not, I am glad to say, as numerous as he was years ago, but he is just as pertinaciously active as ever, and his influence is more devastating than at any time past. His performance, however, are not condoned as generally as they were in the days gone by. You know, that for years a circulation statement was generally regarded as entitled to the place of honor in any joke book. There were men, the soul of honor in the editorial conduct of their papers, who would not hesitate to make a sport of veracity when it came to circulation."

"As this rolled on, advertisers began to insist on knowing what they were buying. If they paid for all word, they did not want shoddy. As a result various schemes, and methods were devised for finding out if the editor, the man who is supposed to act as leader of public thought, guardian of public morals, exposé of crookedness, and prophet of reform, was telling the truth. Think of the irony of this situation. And when I think of it, I do not blame the advertiser for accepting with a grain of salt any publisher's statement, and I also have a certain amount of sympathy for the advertiser who resorts editorial criticism of the veracity of his statements when he knows that the profession rapping him over the knuckles contains in its ranks some of the finest long and short distance footballers on earth."

"These men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses, as is the cheap swindler who palms off a

brass watch on a farmer under the pretension that it is gold. One of these days I hope to see this guilt made equal under the law. If an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser should occupy an adjoining cell.

"At the time I am preparing this address, the Supreme Court has not passed on the constitutionality of the new postal law. I hope that the law is held constitutional. I hope that the government will not hesitate to prosecute for perjury every publisher, be he big or little, who makes a false statement regarding circulation. I hope that the law will be so amended that it will be made obligatory on the editor, publisher or owner, to sign the circulation affidavit personally."

"At the present time, one in a subordinate position can sign the statement. In Germany each newspaper has a label editor. When a lie is published, and the paper is brought into court, the label editor assumes responsibility and goes to jail. That is his job; that is what he is paid for. We do not want in this country circulation editors who, for a salary commensurate with the risks they run, will take a chance, commit perjury, and then act as scapegoat for the real criminal."

"Once the real circulation liar sees the penitentiary doors opening, the situation will be clarified. The honest, truth telling publisher will have the measure—and it is a measure—of unscrupulous competition removed from his path. All publications will be on all fours, and the maker of a good newspaper will reap the reward of his industry, genius or whatever you want to call it, and the maker of a poor newspaper will suffer for his incompetency."

"The gentlemen whose tongues and pens print more papers in a minute than their press rooms can turn out in twice their running time, not only cheat the advertiser, but they also hamper you by hammering the honest publisher. The man who makes a truthful statement knows that his dishonest competitor will simply take his figures, add 10, 20 or 50 per cent, get someone to swear to his fabrication, or fix his books and records and get some auditing or investigating company to certify to the correctness of the figures handed to its representatives. You have all seen these certificates. The large majority, I believe, tell the truth, but the fraudulent ones throw doubt and discredit on all, and the honest publisher is placed in the position by submitting his books to this examination, and by accepting and using the certificate resulting from the examination, of bolstering up and certifying in a way to the correctness of the certificate obtained by his competitor through fraud and chicanery."

"The methods of securing these attestations, or certificates are various. Some advertisers send their own auditors into newspaper offices in an effort to determine the facts. I say to you that the accountant does not live who can go into the office of a publication and come away with the positive and absolute knowledge that he has obtained the real facts. What these accountants certify to are merely totals of figures furnished to them by the publications themselves. If these official figures are correct, then the guarantee, or certificate, or whatever you call it, means something. If not, then the certificate means nothing."

"Consider for a moment a hypothetical case. Suppose that an accountant enters the offices of two newspapers in one city. Suppose that one of these newspapers tells the truth, and the other furnishes the investigator with false figures—crooked press figures, jangled paper hills, fake route sheets, falsified drivers' sheets, records that suppress returns, lost, mislaid, too late, from which to draw his totals. His certificate goes to each of these two newspapers and as far as the general advertising public is concerned, each certificate has equal value. The association or individual responsible for this examination is in the position of having placed the honest newspaper in a false light by certifying to figures for its competitor which that competitor does not possess."

"If the new postal law is held constitutional, and a few gentlemen go to the penitentiary—and I think you can safely trust the newspapers of the country to see that perjury is either not committed, or if committed, punished, then the necessity for these examinations, and the resultant certificates will cease. If on the other hand the law is not held constitutional, then there must be a radical change in the method of examining circulations, if the advertiser is not to be swindled and the honest publisher is not to be handicapped in the method I have mentioned by a dishonest competitor. One method would be to appoint a committee to assist the examiner in each city. This committee to consist of one representative from each of the newspapers in that city who permit examinations. The men who know most about circulation are the newspaper men themselves. They not only know the circulations, but they know the tricks of circulation fakers. Also, your official examination. Simply insist on knowing how the circulation is distributed and where it goes. This is the

proof of the public. It is easy enough to take a census of news dealers and carriers in a city or in certain sections thereof. The result of such a census as then be checked against the figures obtained from each individual newspaper. When you get these figures you will know the exact situation.

"Let me make a prophecy, gentlemen: If the postal law is held unconstitutional and if the only method of distinguishing between truth and falsehood is an examination of the claims of each paper, and if the big style of interest examination is continued without the addition of outside examination which shall be participated in by representatives of all the newspapers affected in each city, I believe that a number of the best newspapers of America will decline longer to participate in this farce."

"Out of this distressing situation, like to publish and advertiser, have grown a number of analogous evils. No man likes to expose the secrets of his business to an unscrupulous competitor. No man likes to submit to an analysis of his business when he knows that that analysis may fall into the hands of a dishonest competitor who will be given a chance to prepare a statement, the excellence of which will be limited only by his moderation in the use of the multiplication table."

"This lack of cooperation between publisher and advertiser has been a bad thing, not only for the party of the first part, but also for the party of the second part. The decent man whose veracity and whose honor is questioned and whose truthful statements are placed in the scale with those of an unscrupulous individual, sometimes in the frame of mind not conducive to the co-operation that should exist between publisher and advertiser. Co-operation is essential and in an judgment, the keynote of the coming successful newspaper of America will be personal service and co-operation, not only personal service and co-operation with its readers but with its advertisers."

"This same policy of service and co-operation I believe should apply equally to the advertiser. We are endeavoring to put this belief into practical operation. We are endeavoring to show and demonstrate to various advertisers opportunities that exist for them in the territory in which the Chicago Tribune is printed. We have set aside a fund of \$50,000 for use this year. For this purpose, this being in addition to the \$100,000 or more than we shall spend in advertising our advertising."

"I believe the service of a paper to the advertiser should not start and end with the publication of his advertisement, just as I believe that the duty of a paper to its readers does not start and end with the publication simply of the news of the world. We get approximately 7000 letters a week from readers asking advice on all conceivable topics. When we receive 7, 70 or 700 letters a week from advertisers asking information and advice as to the problems that confront them, I shall feel that we are fulfilling our destiny."

"Remove the clouds of suspicion, extend the helping hand one to the other, fight with instead of against each other and our joint troubles will largely vanish. The closer we set together the better it will be for all of us."

A WAY OUT

A Resident of Amarillo Shows the Way

There's one effective way to relieve kidney backache. Liniment and plasters, may relieve it. But they seldom reach the cause. Backache is caused to suspect the kidneys. Doan's Kidney Pills are for disordered kidneys. Amarillo people back them up. Read a case of it. R. D. Wilson, 306 Tyler St., Amarillo, Texas, says: "My back pain is no more. I got a supply of Doan's Kidney Pills at L. O. Thompson & Co's Drug Store. They cured me, although other kidney remedies had failed to help me in the least. Doan's Kidney Pills not only cured lame back but strengthened the kidneys and act as a tonic to the system."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

Most Children Have Worms

Many mothers think their children are suffering from indigestion, headaches, nervousness, weakness, costiveness, when they are victims of that most common of all children's ailments—worms. Peevish, ill-tempered, fretful children, who toss and grind their teeth, with bad breath and colicky pains, have all the symptoms of having worms, and should be given Kickapoo Worm Killer, a pleasant candy lozenge, which expels worms, regulates the bowels, tones up the system, and makes children well and happy. Kickapoo Worm Killer is guaranteed. All druggists, or by mail. Price 25c. Kickapoo Indian Medicine Co., Philadelphia and St. Louis.

AMARILLO DRUG STORE.

KRESS IN MIDST OF FERTILE AREA

TWENTY THOUSAND ACRES UNDER CULTIVATION TRIBUTARY TO THRIVING CITY.

By Daily News Staff Correspondent.

KRESS, Texas, June 9.—Located in Swisher County, Kress is near the Hale County line, thus being the crown up with both of the resourceful, progressive and prosperous South Plains counties.

Immediately tributary to Kress this year will be the harvests of over 25,000 acres of past perfect fertile soil and diversified production—a soil whose actual farming development carries with it the great by-products of the cattle and hog herd, the dairy pen and the poultry yard.

Kress station shipped last year an aggregate of 150 cars of wheat, oats, milo maize, kafir corn and sorghum and millet seed and 75 cars of sorghum and millet hays while occasional grain cars are still being loaded out.

Fat Cattle And Hogs. Many cars of steer feeders were sent to outside fattening points, while 7 carloads of home finished 2 and 4 year old steers were shipped out, these having being fed on crushed milo maize and kafir corn, and recording actual weighing tests, a flesh increase of from two to five pounds per day—the top two carloads, turning Kansas City scales at an average of 1500 pounds per head.

Taken the year around, Kress station hog shipments will average an approximation of two carloads per month, these hogs being such prime porkers that even their lean streaks lean toward fat.

Geo. Would Not Have Been Tempted. George Washington once refused to tell a lie about his little hatchet, but George would not have been tempted in this direction if his hatchet had been as big as that of the Kress hen—a hen whose chickens alone annually bring thousands of dollars to Kress farmers.

Figures carefully compiled by J. F. Moore, preacher, postmaster and prosperous merchant, say that the poultry, egg, butter and cream shipping value of last year approximated ten thousand dollars, figures which, Mr. Moore thinks, will be considerably exceeded this year.

Turkeys are becoming plentiful, but so far, the husband habit of calling their wives "Duckie," or "Honney" is the only indication of the introduction of ducks or the bee hive.

Coming Engine Irrigation

With an average depth to water of 60 feet the Kress region is naturally in line for a general development of engine well pump irrigation. An initial plant near Kress being owned and operated by the Texas Land and Development Irrigation Syndicate, while another plant will very probably be put in this year by Judge J. D. Webb on his agricultural and fine horse breeding farm, 4 miles from Kress, this plant will have capacity for the irrigation of 200 acres, with a specialty of alfalfa culture. The region is naturally adapted to alfalfa growing, with a present considerable aggregate cultivation under rainfall and windmill pump irrigation of small tracts. An instance in the latter direction being that of the F. J. Skipworth farm where 4 windmills with an attached reservoir supply irrigation water. Mr. Skipworth, by the way, has 2500 sheep whose annual increase returns well demonstrated local sheep values.

Kress

Kress is on the Santa Fe railroad, has 250 people, the busy Farmers' State Bank, Methodist and Baptist church buildings and a Presbyterian organization, a public school with 4 teachers and an enrollment of 125 pupils; a feed and meal mill, a wide telephone radius; the Kress Lumber Co., a grain elevator a large and well conducted hotel; a smooth barber, a patent Porter chicken chaser; Dr. R. L. Helm and his well equipped drug store; the genial and perennially young Dr. Ford, a big feed and wagon yard; should and can have two rural mail routes; and has big and active general merchants, J. C. Bagley being especially big.

Among the merchants J. P. Linn is long—if not strong—on butter; J. P. Moore, is always egging on his trade, while J. C. Bagley adds to his popular business qualifications the reputation of being the champion target shooter of the Kress region.

Manager Harris, of the Kress Lumber Company is successfully introducing among local stockmen and farmers a silo made from 2x4 inch lumber which can be alike cheaply and substantially constructed at home. Mr. Harris is now negotiating about a dozen of these silos with capacities ranging from 100 to 200 tons.

Noted Irrigation Plant

Nine miles out of Kress is the noted Market Irrigation plant of J. D. R. Bass, which is equipped with a 6 horse power gasoline engine hooked up to a group of four wells. Mr. Bass has 20 acres under irrigation and, as an illustration of production he has raised 20,000 bushels of onions in one season.

Instant Relief from Eczema

You can stop that awful itch from eczema and other skin troubles in two weeks. Do not make the mistake of refusing to try this soothing wash. All other irritants keep this D.D.D. Prescription—go to them if you can't come to us—but if you come to us now we will give you the first dollar bottle on our positive no pay guarantee. That D.D.D. will stop the itch at once. D.D.D. keeps the pores healthy; ask us about it.

L. O. THOMPSON & CO.

Advertisement for Frisco Lines, St. Louis and East, Via Santa Fe. Includes text about sleepers, meals, and round trip tickets.

Advertisement for City Ice Co., Phone 71. Includes text about ice service and wagon delivery.

Advertisement for Gas Water Heaters. Includes text about hot water service.

Advertisement for "New Process" Gasoline Stoves. Includes text about the original evaporating stove and its features.

Advertisement for Amarillo Hardware Co. Includes text about the house that appreciates your business.

Advertisement for San Antonio Life Insurance Co. Includes text about district contracts and clean records.

Advertisement for The Herrick Refrigerator. Includes text about the quality and features of the refrigerator.

Cut out expense, add assets

Buying our LOOSE LEAF Binders to suit your business is adding to your equipment. Good binders have an inventory value which depreciates slowly. Your bound blank books have no inventory value whatever. Ask us for samples of loose leaf books and sheets for any part of your business. The advantages to you of a properly fitted loose leaf system are so great that price is not the thing you will consider. But the cost is remarkably low when we help you buy what you need.

Advertisement for Russell & Cockrell Printing Co. Includes text about their business and contact information.